



## **BEARFACTS 1993 – 2003**

### **Santa Cruz-Watsonville (MSA) [42100]**

Santa Cruz-Watsonville is one of 363 Metropolitan Statistical Areas (MSAs) in the nation. Its 2003 population of 252,387 ranked 169th in the nation.

#### **PER CAPITA PERSONAL INCOME**

In 2003 Santa Cruz-Watsonville had a per capita personal income (PCPI) of \$37,635. This PCPI ranked 18th in the United States and was 119 percent of the national average, \$31,504. The 2003 PCPI reflected an increase of 0.8 percent from 2002. The 2002-2003 national change was 2.2 percent. In 1993 the PCPI of Santa Cruz-Watsonville was \$24,091 and ranked 29th in the United States. The 1993-2003 average annual growth rate of PCPI was 4.6 percent. The average annual growth rate for the nation was 4.0 percent.

#### **TOTAL PERSONAL INCOME**

In 2003 Santa Cruz-Watsonville had a total personal income (TPI) of \$9,498,586\*. This TPI ranked 137th in the United States. In 1993 the TPI of Santa Cruz-Watsonville was \$5,670,686\* and ranked 143rd in the United States. The 2003 TPI remained unchanged from 2002. The 2002-2003 national change was 3.1 percent. The 1993-2003 average annual growth rate of TPI was 5.3 percent. The average annual growth rate for the nation was 5.1 percent.

#### **COMPONENTS OF TOTAL PERSONAL INCOME**

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Santa Cruz-Watsonville. In 2003 net earnings accounted for 70.9 percent of TPI (compared with 68.1 in 1993); dividends, interest, and rent were 18.6 percent (compared with 20.4 in 1993); and personal current transfer receipts were 10.4 percent (compared with 11.6 in 1993). From 2002 to 2003 net earnings increased 0.7 percent; dividends, interest, and rent decreased 5.0 percent; and personal current transfer receipts increased 4.9 percent. From 1993 to 2003 net earnings increased on average 5.7 percent each year; dividends, interest, and rent increased on average 4.4 percent; and personal current transfer receipts increased on average 4.2 percent.

#### **EARNINGS BY PLACE OF WORK**

Earnings of persons employed in Santa Cruz-Watsonville increased from \$5,463,668\* in 2002 to \$5,508,678\* in 2003, an increase of 0.8 percent. The 2002-2003 national change was 3.8 percent. The average annual growth rate from the 1993 estimate of \$3,370,475\* to the 2003 estimate was 5.0 percent. The average annual growth rate for the nation was 5.3 percent.

*\*Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

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